CALENDAR : FEB. 15, 1943

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING THURSDAY, FEBRUARY 18, 1943

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Now Available	LEAFLETS ON SELF-SERVICE IN STORES	NATIONAL CONSUMER RETAILER COUNCIL INC.	8 WEST 40TH STREET
	There are two leaflets on Simplified Selling; one for retailers, the other for consumers. They are available to stores wanting to distribute them among their staff or to send out to their customer list, by addressing National Consumer Retailer Council, Inc., 8 W. 40th St., N.Y.C., PE. 6-0453.		
Thursday Feb. 18 9:30 A.M.	NEW FASHIONS FOR THE NEW SEASON	B. ALTMAN & CO.	5TH AVE. AT 34TH STREET CHARLESTON GARDENS, 5 FL.
	This is Altman's big Spring opening collection. Sure to be presented with drama, trend-setting styles and exciting accessories. Breakfast precedes this morning showing. Press strictly by invitation. Publicity: Faith Willcox, MU. 9-7000.		
Thursday Feb. 18 3:00 P.M.	FIRST PREVIEW: SPRING COLLECTION	MAINBOCHER	6 EAST 57TH STREET
	This is the official Mainbocher seasonal collection at which seating space is at a premium so be sure to get there early. Press, strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.		
Friday Feb. 19 3:00 P.M.	PRESS PREVIEW: SUMMER COLLECTION	MAURICE RENTNER	498 SEVENTH AVENUE
	One of the better dress houses inviting the Press to view his Summer collection, but only by invitation. Publicity: Eleanor Lambert, PL. 5-8580.		
Saturday Feb. 20 2:30 P.M.	PRESENTATION OF FLAGS TO BROOKLYN GIRL SCOUTS	ABRAHAM & STRAUS, BROOKLYN	420 FULTON STREET AUDITORIUM, 7TH FL., E.
	65 newly organized Girl Scout Troops will receive Flags from A. & S. Lieutenant Julia M. Kerby of the WAACS will address the girls. There will be brief talks by Mrs. John Cashmore, wife of Borough President Cashmore, and a representative from the Victory Book Campaign Committee. Also a skit by one of the troops. Press invited. Publ.: Emily Adamson, TR. 5-7200.		
Saturday Feb. 20-27	NATIONAL SEW AND SAVE WEEK	NAT'L NEEDLECRAFT BUREAU AND O.P.A.	STORES ACROSS COUNTRY
	O.P.A. is giving its official okay to Sew and Save Week and has approved the use of O.P.A. shield in connection with it. This is also the "week" of campaign for sewing contributions to Red Cross. Women are asked to sew at home, purchase their own fabrics, notions and patterns, and achieve the object of "a million garments for the American Red Cross." O.P.A. wishes to encourage women to sew at home in order to relieve machine and manpower required for the war effort. Publicity: Sally Dickson, LE. 2-4455.		
Sunday Feb. 21 11:00 A.M.-11:00 P.M. Mon., 2/22 10:00 A.M.-9:00 P.M.	VICTORY CONGRESS OF BEAUTY AND FASHION	N.Y.S. HAIRDRESSERS & COSMETOLOGISTS ASSOC.	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.
	Setting the tempo and theme for 1943 coiffures and makeup styles is the purpose of this congress. Speakers from stage and screen, radio, government, industry and defense plants include: Fannie Hurst, author; Charles Revson, Pres., Revlon; Rise Stevens, opera star; Madeleine Whytal, aircraft worker; Anita Hall, "Miss Victory"; plus government representatives. Also a fashion show: "harmonics" in costume, coiffure and makeup. Press tickets and further information from Constance Hope, PL. 3-3390.		

WEEK BEGINNING MONDAY, FEBRUARY 22, 1943

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Mon., 2/22	GEORGE WASHINGTON'S BIRTHDAY		
Week of Tuesday Feb. 23 9:00 A.M.- 9:00 P.M.	EXHIBIT: FASHIONS OF 1812 WAR PERIOD	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND STREET)
	Second in series of exhibits of the respective eight fashion periods when this Nation has been at war, and current adaptations. Display includes authentic costumes of 1812 or "Empire" period, and accessories; also dolls, books and posters. Visitors 9 to 9; Saturdays until 5 P.M. Further information from: Dorothy Tyroler, CO. 5-2077.		
Week of Tuesday Feb. 23 10:30 A.M. & 2:30 P.M.	OFFICIAL SUMMER COLLECTIONS	SPORTSWEAR GUILD MANUFACTURERS	INDIVIDUAL SHOWROOMS
	The nine members of the Sportswear Guild will hold showings twice daily of their new collections beginning Tues., Feb. 23. Sportswear Guild Houses:		
	ADLER & ADLER 550 7TH AVE.	MUTUAL ROSENBLUM 498 7TH AVE.	
	DAVIDOW " " "	CHAS. W. NUDELMAN 550 " "	
	DAVID M. GOODSTEIN " " "	ZOLTAN ROSENBERG " " "	
	KANE-WEILL 498 " "	SPORT-CRAFT INC. " " "	
		STAR-MAID 498 7TH AVE.	
Tuesday Feb. 23 1:00 P.M. Luncheon	SPRING HAT FASHION SHOW	ERIK, INC. (15 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
	Open to public. Luncheon, $2. Press by invitation. Erik Publicity: Elizabeth Maher, EL. 5-4248. Ritz Publicity: Marion Morrison, PL. 3-4600.		
Tuesday Feb. 23 1:00 P.M. Luncheon	DE LUXE SPRING FASHION SHOW	PRINCESS KETTO MIKALADZE AND MIMI TUTHILL	ST. REGIS HOTEL IRIDIUM ROOM
	Princess Ketto (320 E. 57th St.) is the famous Ketto formerly of Bergdorf Goodman's modeling staff and will show with Mimi Tuthill (50 E. 50th St.). Open to public. Luncheon, $2. Press by invitation. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.		
Tuesday Feb. 23 2:00- 6:00 P.M.	PRESS PREVIEW: CHILDREN'S JURY SHOW	MUSEUM OF MODERN ART	11 WEST 53RD STREET YOUNG PEOPLE'S GALLERY
	A group of 20 paintings by New York High School children entitled: "We Look At Our World". Public, Wed., Feb. 24th. Publicity: Sarah Newmeyer, CI. 5-8900.		
Tuesday Feb. 23 3:00 P.M.	PRESS PREVIEW: SPRING COLLECTION	CHEZ NINON INC.	785 FIFTH AVENUE
	Ninon showings always attract a smart clientele. It will be interesting to see how high fashion adjusts itself to war-time leveling. Press, strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.		
Tuesday Feb. 23 11:30 P.M. (Postponed from 2/16)	MID-NIGHT SUPPER AND CONCERT	A.W.V.S. WAR SAVINGS STAFF	GIMBEL BROS. BASEMENT B'WAY AT 33RD STREET
	1000 persons expected to attend supper and mid-night "bargain sale" in Gimbel's Basement for the purchase of $1000 War Bonds. Price of each ticket for supper is $753 for which a $1000 War Bond and a comedy concert by Danny Kaye and others are thrown in. War Bond party is being run by AWVS War Savings Staff. Reservations from CI. 6-0480. Publicity: Eddie Dukoff, CI. 6-1515.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
About Tuesday Feb. 23	SPRING SHOWING OF CLASSIC SUITS, COATS, DRESSES There will be two showings, morning and afternoon of a collection of classic clothes by Villa Zigmund. Also a new group of Molyneaux Originals just arrived from London. Press invited. Contact: Victor Pincus, PL. 8-2014.	VILLA-ZIGMUND INC.	18 EAST 50TH STREET

BIG SIX SEASON STYLE COLLECTIONS

PLEASE NOTE: THESE SHOWINGS STRICTLY BY INVITATION. PLEASE DO NOT ASK FOR ADMISSION.

Wed. 2/24 11:00 A.M.	JAY THORPE SPRING ORIGINALS Press preview, strictly by invitation. Publ.: Ruth Waltz, CI. 7-4300.	24 WEST 57TH STREET
Thurs.2/25 11:00 A.M.	SAKS 5TH AVENUE SPRING ORIGINALS Press preview of "Sophie Originals" from Salon Moderne. Strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	611 FIFTH AVENUE
Mon. 3/1 11:00 A.M.	BONWIT TELLER SPRING ORIGINALS Fira Benenson's Collection from the Salon de Couture. Press preview, strictly by invitation. Publicity: June Clark, EL. 5-6800.	721 FIFTH AVENUE
Tues. 3/2 5:45 P.M.	BERGDORF GOODMAN SPRING ORIGINALS Press preview, strictly by invitation. Publ.: Florence Neff, PL. 3-7300.	754 FIFTH AVENUE

NOTE: HATTIE CARNEGIE DATE NOT YET SET AS WE GO TO PRESS.

Wed. 2/24 11:00 A.M.	PRESS OPENING: JAY THORPE SPRING ORIGINALS See above for details.		
Wednesday Feb. 24 1:00 P.M. Luncheon	SELECTIONS FROM THE SPRING COLLECTION Open to public. Luncheon, $2. Press by invitation. Bendel Publicity: Frances Anderson, CI. 7-1100. Waldorf: Ted Saucier, EL. 5-3000.	HENRI BENDEL INC. (10 WEST 57TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Feb. 24 3:00 P.M.	PRESS PREVIEW: SPRING CUSTOM-MADE FASHION REVUE Showing of Spring Collection of custom-order originals plus hats, gloves and bags. Press preview, strictly by invitation. Contact: Zoe de Salle, PL. 3-0396.	ZOE DE SALLE INC.	18 EAST 53RD STREET
Thurs.2/25 11:00 A.M.	PRESS OPENING, SAKS 5TH AVENUE SPRING ORIGINALS See above for details.		
Thursday Feb. 25 12:30 P.M. Luncheon	FASHION GROUP LUNCHEON "How to Merchandise Suit Hats for Spring" will be discussed by Mathilda Taylor, Coat and Suit Ed., Women's Wear Daily; Mildred Hill, buyer of budget millinery, Lord & Taylor; and Miriam Loewe, Hattie Carnegie Wholesale. Of great interest to all fashionists, for the suit and everything that goes with it is the dominant Spring item. Luncheon, $1.45 (incl. tip). Contact: CI. 7-1734.	THE FASHION GROUP, INC. MILLINERY DIVISION	MURRAY HILL HOTEL PARK AVE. AT 40TH ST.
Thursday Feb. 25 1:00 P.M.	"IT'S A SUIT SPRING" LUNCHEON FASHION SHOW With government okay and stylists' fashion blessing, Russeks presents a stampede of Spring suits, all wool, and calculated to make suit wearers of everyone who sees them. Russeks' constantly increasing reputation as a suit headquarters makes this luncheon especially interesting. Open to public. Luncheon, $2. Press by invitation. Russeks Publ.: Beatrice Castle, WI. 7-1900. Plaza Publ.: Alma Zaiss, PL. 3-1740.	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	PLAZA HOTEL PERSIAN ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Feb. 26	"WHAT'S NEW IN WAR TIME"	ISSUE OF MADEMOISELLE	1 EAST 57TH STREET

March issue of Mademoiselle is devoted to "What's New in War Time" with latest government regulations, new war careers for women, what's new in War Wolves by Gypsy Rose Lee and other war versions of women's lives. Contact: Helen Valentine, PL. 3-1030.

Saturday Feb. 27 12:30 P.M.	WOMEN'S PRESS CLUB LUNCHEON	WOMEN'S PRESS CLUB OF NEW YORK	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD STREET

54th annual luncheon celebrated with an address by Mrs. Dwight Morrow; Mrs. Richard Davis, Pres., Women's Organizations of Red Cross; Mrs. J. T. Johnson Mali, Chairm., Victory Book Campaign; and Reverend William C. Ternan. Luncheon, $2.50. Contact: Women's Press Club, PE. 6-5000.

Sunday Feb. 28 4:00-6:00 P.M.	INTERNATIONAL DAY	INTERNAT'L FED., BUSINESS & PROFESSIONAL WOMEN	MUTUAL, COLUMBIA, NBC AT BILTMORE HOTEL

9th annual observance of International Day under auspices of International Federation of Business and Professional Women including radio broadcasts by representatives of United Nations, and gala tea at Biltmore. Speakers include: a Chinese woman, name unannounced as yet; an English woman, V. P. of British League of Nations Union; Else Roed, underground worker, recently escaped from Norway Gestapo; Nila Magidoff, wife of NBC Moscow correspondent; Natalie Danesi Murray, Head of Italian shortwave department for NBC; and others. Topic: "The Problems of The Peace Table". Open to public. Admission: $1. Publicity: Helen Havener, CH. 3-3623.

Monday March 1-March 2 10:00 A.M. On..... (Advanced from 3/29)	TWO-DAY WAR-TIME SHOE PARLEY	NATIONAL SHOE RETAILERS ASSOCIATION	WALDORF ASTORIA HOTEL GRAND BALLROOM

This shoe conference was to have been held three weeks from today, but owing to the emergency of our national shoe rationing, the conference is moved ahead to March 1st and 2nd. Retailers will be acquainted with new government regulations with regard to current adjustment to the new three-pair-a-year allotment of shoes. There will be a discussion of fashion in war time with merchandising themes suggested. Also open forum on industry problems and a session for post-war planning, with government officials on hand to give information. Open to anyone in shoe industry. Contact: L. E. Langston, N.S.R.A., AS. 4-9515.

Mon. 3/1 11:00 A.M. PRESS OPENING, BONWIT TELLER SPRING ORIGINALS
See Page 3 for details.

Monday March 1 11:00 A.M., 2:30 P.M.	A. & S.-McCALL SEWING INSTRUCTION CLASSES	ABRAHAM & STRAUS & McCALL PATTERN CO.	420 FULTON ST., B'KLYN 7TH FLOOR, EAST BLDG.

A series of six FREE sewing instruction classes at 11 A.M. and 2:30 P.M. daily beginning March 1st through March 13th, each lesson given four times and each lasting about one hour. Prepared and presented by Miss Lucille Rivers of the McCall Sewing Corps. Six lessons give the fundamentals of dressmaking..cutting..finishing and fitting. Registration by mail, phone or in person in A. & S. Fabric Department. Press and public invited. Publicity: Emily Adamson, TR. 5-7200.

Monday March 1 1:00 P.M. Luncheon	CUSTOM-MADE & READY-TO-WEAR FASHIONS	ELSA HIGGINS (698 MADISON) SALLY VICTOR (18 E. 53RD)	ST. REGIS HOTEL IRIDIUM ROOM

This showing is sponsored by Elsa Higgins, former redesigner, now dedicated to cusom-made and ready-to-wear fashions with hats by Sally Victor. Commentary and fashion show of Spring and Summer Collections under direction of Viola Shefer. Open to public. Luncheons, $2. Press by invitation. Publicity: Viola Shefer, PL. 3-2116.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday March 1 6:30 P.M.	DINNER OF ADVERTISING WOMEN	ADVERTISING WOMEN OF NEW YORK	BILTMORE HOTEL MADISON AVE. AT 43RD
	"What Price, Less Food", is the theme of an address by Roy Hendrickson of U.S. Food Distribution Administration. He spends millions of dollars daily to feed the world. Also Clarence Francis, Pres. of General Foods, and a member of Food Industries War Committee will speak. For reservations, $3.50 per person, contact: Adv. Women of N.Y., 47 W. 34th St., WI. 7-5648.		
Monday March 1- March 13	ANNUAL HIGH SCHOOL ART EXHIBIT	R.H. MACY & CO., INC. & SCHOLASTIC MAGAZINE	B'WAY AT 34TH STREET 5TH FLOOR
	Regional exhibit of high school art, to see what is being done by pupils in public, parrish and private schools. Further information from: Miss Raices or Miss Loughrin, CH. 4-2000, Ext. 2618.		
Tuesday March 2 1:00 P.M. Luncheon	UP-TO-DATE SPRING LUNCHEON FASHIONS	CHEZ ROSETTE (10 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
	Open to public. Luncheon, $2. Press by invitation. Chez Rosette Publ.: Mrs. Pleasants Pennington, PL. 8-2460. Ritz: Marion Morrison, PL. 3-4600.		
Tues. 3/2 5:45 P.M.	PRESS OPENING, BERGDORF GOODMAN SPRING ORIGINALS		
	See Page 3 for details.		
Wednesday March 3 10:30 A.M.	MAJOR SPRING OPENING OF BENDEL ORIGINALS	HENRI BENDEL INC.	10 WEST 57TH STREET 3RD FLOOR
	This is the season's most important style event for this 57th Street Shop. Press may come to this showing, only by invitation. Publicity: Frances Anderson, CI. 7-1100.		
Wednesday March 3 1:00 P.M. Luncheon	FASHIONS WELL INTO SPRING	ARNOLD CONSTABLE (5TH AVE. AT 40TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
	Open to public. Luncheon, $2. Press by invitation. Arnold Constable Publicity: Jeanne Pierre, CA. 5-2300. Waldorf: Ted Saucier, EL. 5-3000.		
Thursday March 4 9:30 A.M. Breakfast	PRESS PREVIEW: SPRING COLLECTION	DE PINNA	650 FIFTH AVENUE 3RD FLOOR
	Press, strictly by invitation. Publicity: Dorothy Coburn, VO. 5-4800.		
Thursday March 4 11:30 A.M.	PREVIEW: LATE SPRING AND SUMMER SHOE COLLECTION	HERMAN DELMAN	SALON, BERGDORF GOODMAN 754 FIFTH AVENUE
	This showing will prove how one high-style imaginative and ingenius shoe creator takes rationing in stride and still continues to service style-minded American women with fine shoes. Press, strictly by invitation. Publicity: Viola Shefer, PL. 3-2116.		
Saturday March 6 12:30 P.M.	BROOKLYN ALL-SCHOLASTIC FOOTBALL TEAM LUNCHEON	ABRAHAM & STRAUS, BROOKLYN	420 FULTON STREET GALLATIN ROOM, 6 WEST
	A. & S. is holding its 17th Annual Football Luncheon for members of the Brooklyn All-Scholastic Football Teams. At the luncheon the 22 boys on the First and Second teams will receive watch charms inscribed with their names. By invitation. Publicity: Emily Adamson, TR. 5-7200.		
Monday March 8 11:00 A.M.	PRESS PREVIEW: NEW SPRING HATS	BLOOMINGDALE'S	LEXINGTON AVE. AT 59TH CUSTOM HAT BOX, 3RD FL.
	Presentation of Lil Picard's Custom-Order hats from Custom Hat Box. Press strictly by invitation. Publicity: Karen Hollis, VO. 5-5900.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday March 8 1:00 P.M. Luncheon	SPRING AND SUMMER COLLECTION	HARRY COLLINS (647 5TH AVE.)	ST. REGIS HOTEL IRIDIUM ROOM
	Harry Collins is a well-known New York designer with a fashionable private clientele. Open to public. Luncheon, $2. Press by invitation. Collins Publ.: Ann Roundtree, PL. 3-9403. Dir. of Fashion Shows: Mary Rice, PL.3-4500.		
Monday March 8 5:30 P.M. On.....	NATIONAL COTTON CONFERENCE-FORUM	U.S. ARMY AND N.Y. COTTON EXCHANGE	BILTMORE HOTEL MAIN BALLROOM
	General Staff and leading military experts will deliver army reports to the Cotton Textile Industry taking up such subjects as civilian supplies, contracts, and relation of cotton to the military angle. Among speakers are Colonel Ginsburgh, General Staff Corps; Colonel Stevens, Quartermaster Corps; and Mr. Maurice Hirsch, O.P.A. Open to all interested. Contact: Mr. Vonstein, BO. 9-7880.		
Monday March 8 8:00-11:30 P.M.	NAT'L AMATEUR FIGURE SKATING CHAMPIONSHIP	U.S. FIGURE SKATING ASSOCIATION	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
	Proceeds of the evening will be turned over to the American Flying Services Foundation. More than 150 skaters representing 120 skating clubs throughout the country will take part. This is the first time since 1932, that the New York Skating Club has held the competition and the number of entries is larger this year than ever in the history of figure skating. Tickets, 55¢ to $2. Contact: Lillian Jenkins, Publ.Dir., Garden, CO.5-6800.		
Monday March 8 March 20	41ST ANNUAL TOY FAIR	TOY MANUFACTURERS ASSOCIATION OF UNITED STATES	McALPIN HOTEL AND SHOWROOMS AT 200 5TH AND 1170 BROADWAY
	For further information contact: Mr. H. D. Clark, GR. 5-6686.		
Tuesday March 9 1:00 P.M. Luncheon	SPRING AND SUMMER CUSTOM-MADE SUITS	KNIZE, SUITS GUNTHER, FURS JOHN FREDERICS, HATS	RITZ CARLTON HOTEL OVAL ROOM
	Always sure of a fine show of de luxe tailored fashions. Open to public. Luncheon, $2. Press by invitation. Knize and Gunther Publicity: Viola Shefer, PL. 3-2116. Ritz Publicity: Marion Morrison, PL. 3-4600.		
Tuesday March 9 3:30 P.M.	FASHIONS FOR THE BRIDE	FREDERICK LOESER, BROOKLYN	484 FULTON ST. 5TH FL. RESTAURANT
	Anticipating needs of the Spring bride with accent on both civilian and furlough weddings. Press and public. Publ.: Rose Rulnick, TR. 5-8100.		
Wednesday March 10 1:00 P.M. Luncheon	AFTERNOON GOWNS AND STROLLING SUITS	BRITISH TWEEDS INC. & PEGGY ROTH	WALDORF ASTORIA HOTEL SERT ROOM
	This is a luncheon fashion show of Suits in the British manner by British Tweeds (727 Madison Avenue) and afternoon clothes in Park Avenue style by Peggy Roth (400 Park Avenue). Open to public. Luncheon, $2. Press by invitation. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Thursday March 11 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS	R.H. MACY & CO., INC. (HERALD SQUARE)	PLAZA HOTEL PERSIAN ROOM
	Open to public. Luncheon, $2. Press by invitation. Macy Publicity: Kay Inglis Jones, CH. 4-2000. Plaza Publicity: Alma Zaiss, PL. 3-1740.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday March 13 3:30 P.M.	ANNUAL BRIDGE AND FASHION SHOW	MARTIN'S, B'KLYN FOR ADELPHI COLLEGE ALUMNAE	WALDORF ASTORIA HOTEL STARLIGHT ROOF
	Fashion show presented by Martin's. Admission, $1.25. Contact: Miss Sylvia Silverman, CI. 6-4400, ext. 362.		
Monday March 15-March 17 9:00 A.M.-11:00 P.M.	INTERNATIONAL BEAUTY SHOP OWNERS CONVENTION	INTERNATIONAL BEAUTY SHOP OWNERS	PENNSYLVANIA HOTEL BALLROOM
	Beauty authorities of every phase of international grooming, will present newest gadgets and latest methods to solve beauty problems created by shortages and priorities. 200 manufacturers will exhibit and guest hairdressers will demonstrate the coiffures American women will wear in 1943 at home, in war work, and at defense plants. Other features, classes and forums on the hair-and-hat problem. Further information, contact: International Beauty Shop Owners Convention, 19 West 44th St., MU. 2-4382.		
Monday March 15 1:00 P.M. Luncheon	MOTHER-AND-"GROWN"-DAUGHTER FASHION SHOW	FLORENCE AND REJEAN REICHMAN	ST. REGIS HOTEL IRIDIUM ROOM
	Luncheon fashion show presentation, by the newly organized Florence and Rejean Reichman business-team. Together, Florence and Rejean, actually mother and daughter, will present hats and dresses intended for each other. Rejean is running a retail dress department in the Reichman establishment at 1 W. 57th St., featuring selected fashions for her mother's contemporaries and her own. Florence Reichman will show hats especially intended for these dresses. How can such team-work miss! Open to public. Luncheon, $2. Press by invitation. Dir. of Fashion Shows, Mary Rice, PL. 3-4500.		
Monday March 15 3:00 P.M.	PRESS PREVIEW: OPENING NEW WOMEN'S SHOP	SAKS 34TH STREET	B'WAY AT 34TH STREET 5TH FLOOR
	This is a new floor lay-out and simplification of all women's clothing needs. Expect surprises. Press by invitation. Publ.: Miss Epstein, LA. 4-7000.		
Tuesday March 16, March 17 10:00 A.M.& 2:00 P.M.	ANNUAL FUR FASHION PROMENADE	SOL VOGEL (FUR DESIGNER) (330 SEVENTH AVENUE)	GOVERNOR CLINTON HOTEL 7TH AVE. AT 31ST STREET
	This fur designer always adds showmanship to his collection of furs. Generally, Hollywood star names and other arresting tie-ups are included, and collateral newspaper, motion picture, and magazine promotion back the showing. Sol Vogel fur originations include high-style and popular-priced models. Open to fur buyers, manufacturers, fur trade and Press. Further information from Sam Hersh, PE. 6-7426.		
Tuesday March 16 1:00 P.M. Luncheon	SPRING CURTAIN RAISER	JANE ENGEL (1025 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
	Jane Engel will raise the curtain on new Spring fashions at luncheon at the Ritz. Open to public. Luncheon, $2. Press by invitation. Engel Publicity: Herbert Bijur, RH. 4-0300. Ritz Publicity: Marion Morrison, PL. 3-4600.		
Wednesday March 17 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS	HARRY COLLINS (647 5TH AVE.)	WALDORF ASTORIA HOTEL SERT ROOM
	Open to public. Luncheon, $2. Press by invitation. Harry Collins Publicity: Ann Roundtree, PL. 3-9403. Waldorf: Ted Saucier, EL. 5-3000.		
Saturday March 20 8:00 P.M.	ANNUAL BENEFIT FASHION SHOW AND DANCE	ISRAEL ORPHAN ASYLUM	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
	Annual event whereby fashion industry undertakes to raise substantial funds to help maintain this well-run orphan asylum. Fashions by leading Seventh Avenue creators are displayed and there is dancing after the show. Style revue includes: Charles Armour, William Bloom, Anthony Blotta, Anna Duke, I.J. Fox, Fox-Brownie, etc. Show under direction of Ann Lauren. Tickets, $1.65 to $5.50. Contact: Mrs. Gustave Hartman, AL. 4-8300.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Mon. 3/22	NATIONAL SPRING MILLINERY OPENINGS BY RETAILERS OF AMERICA.		
Tuesday March 23 1:00 P.M. Luncheon	ADVANCE SPRING AND SUMMER COLLECTION OF FURS	ALFRED RAINER, FURS SUZANNE & ROGERS, HATS	RITZ CARLTON HOTEL OVAL ROOM
	This fine furrier from Vienna whose clientele includes Greta Garbo, Luise Rainer, and noteworthy American women of fashion, will show Spring and summer furs. Open to public. Luncheon, $2. Press by invitation. Rainer and Suzanne Publ.: Viola Shefer, PL. 3-2116. Ritz: Marion Morrison, PL.3-4600.		
Wednesday March 24 1:00 P.M. Luncheon	SPRING OPENING: CUSTOM-ORDER COATS, DRESSES, HATS	LANGE INC. (20 E. 57TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
	Open to public. Luncheon, $2. Press by invitation. Lange Publicity: Miss Grace, PL. 8-1390. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Tuesday March 30 1:00 P.M. Luncheon	HATS LOOKING TOWARD SUMMER	WALTER FLORELL (29 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
	A Florell show can always be depended upon to have showmanship, flair and dramatic hats. Open to public. Luncheon, $2. Press by invitation. Florell Publicity: Mr. Frederick, PL. 5-0896. Ritz: Marion Morrison, PL. 3-4600.		
Wednesday March 31 1:00 P.M. Luncheon	DE LUXE TAILORED FASHIONS	KNIZE INC. (20 E. 56TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
	Collection of advance Spring and Summer suits. Open to public. Luncheon, $2. Press by invitation. Knize Publicity: Viola Shefer, PL. 3-2116. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Tuesday April 6 1:00 P.M. Luncheon	BRIDAL TROUSSEAUX LUNCHEON SHOW	EMMA A. MALOOF (444 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
	Open to public. Luncheon, $2. Press by invitation. Publicity: Marion Morrison, PL. 3-4600.		
Wednesday April 7 Tentative	CIRCUS COMES TO TOWN	RINGLING BROS., BARNUM & BAILEY CIRCUS	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
	Publicity: Roland Butler, but until April 7th, Mr. Griffin, CO. 5-6791.		
Tuesday April 13 1:00 P.M. Luncheon	SUMMER COTTON CLASSICS	THE COTTON SHOP INC. (543 MADISON AVENUE)	RITZ CARLTON HOTEL OVAL ROOM
	Open to public. Luncheon, $2. Press by invitation. Cotton Shop Publicity: Rosemary Sheehan, CO. 5-3147. Ritz Publicity: Marion Morrison, PL. 3-4600.		
Tuesday April 20 1:00 P.M. Luncheon	EXCLUSIVE SUMMER FASHIONS	HENRI BENDEL INC. (10 WEST 57TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
	Open to public. Luncheon, $2. Press by invitation. Bendel Publicity: Frances Anderson, CI. 7-1100. Ritz Publicity: Marion Morrison, PL. 3-4600.		

DATES AHEAD		
Feb. 22	WASHINGTON'S BIRTHDAY	(Mon.)
Mar. 10	ASH WEDNESDAY (LENT BEGINS)	
Mar. 15	FEDERAL TAX DUE	(Mon.)
Mar. 17	ST. PATRICK'S DAY	(Wed.)
Mar. 21	1ST DAY OF SPRING	(Sun.)
Apr. 18	PALM SUNDAY	
Apr. 20	1ST DAY OF PASSOVER	(Tues.)
Apr. 25	EASTER SUNDAY	
May 9	MOTHER'S DAY	(Sun.)
May 15	STRAW HAT DAY	(Sat.)

RED LETTER WEEKS	
Feb. 20-27	NATIONAL SEW AND SAVE WEEK
Mar. 15-20	NATIONAL HOBBY WEEK
Apr. 1-7	CONSERVATION WEEK
Apr. 3-10	NATIONAL BASEBALL WEEK
Apr. 4-10	NATIONAL DISPLAY WEEK
Apr. 19-24	NATIONAL GARDEN WEEK
Apr. 25-5/1	NATIONAL BABY WEEK
May 1-8	AMERICA'S HOME WEEK
May 2-9	NATIONAL MUSIC WEEK
May 17-22	NATIONAL COTTON WEEK

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Saturday... PREMIERE: "THE AMAZING MRS. HALLIDAY" (Movie) RIVOLI THEATRE, B'WAY AT 49TH
Feb. 20 This is a new starring Universal vehicle for Deanna Durbin and Edmond O'Brien. Clothes by Vera West. Publicity: Ruth Morrow, CI. 7-7100.

Monday..... DAVID MANNES WASHINGTON'S BIRTHDAY CONCERT, METROPOLITAN MUSEUM, 5TH AT 82ND
Feb. 22 These concerts started primarily for the men and women in the Army and Navy and for music lovers in general, featuring the famous Brahms 1st Symphony in C Minor, presented by David Mannes and his Orchestra. Admission, free. Public invited. Publicity: Alice Merriam, RH. 4-7690.

Monday..... 8:15 P.M. GOUNOD'S "FAUST" METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST.
Feb. 22 5th and last performance with Sir Thomas Beecham conducting.

Tuesday.... 7:30 P.M. WAGNER'S "SIEGFRIED" METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST.
Feb. 23 3rd performance in the Tuesday evening unabridged Ring Cycle.

Thurs. 2/25. 8:30 P.M. VERDI'S "LA TRAVIATA" METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST.
Fri. 2/26. 8:30 P.M. PUCCINI'S "LA BOHEME" " " " " " " "
Sat. 2/27. 2:00 P.M. WAGNER'S "DIE WALKEURE" " " " " " " "
Publicity: Constance Hope, PL. 3-3390.

Tuesday.... PREMIERE: "THE FAMILY" WINDSOR THEATRE, 157 WEST 48TH STREET
March 23 Dramatized and produced by Oscar Serlin. This Victor Wolfson novel made into a play will feature Lucille Watson, Evelyn Vardin, Elisabeth Fraser, Carol Goodner and Yung Ying Hsu. Publicity: Harry Forward, CI. 5-6371.

Tuesday.... "OLD ISRAEL" BENEFIT ENTERTAINMENT MADISON SQUARE GARDEN, 8TH AT 50TH ST.
Feb. 23 Stars of Broadway and Hollywood will participate in this worthwhile benefit
8:30 P.M. for Home of Old Israel. Tickets, $2.75 to $13.75. Contact: Mr. Liebman, Director, Home of Old Israel, 70 Jefferson Street, OR. 4-1016.

Wednesday.. PREMIERE: "HITLER'S CHILDREN" (Movie) PARAMOUNT THEATRE, B'WAY AT 43RD ST.
Feb. 24 This R.K.O. movie is picturized from Ziemer's "Education For Death" and is a factual box office smash. Publicity: Rutgers Neilson, CO. 5-6500.

Wednesday.. PREMIERE: "PITTSBURGH" (Movie) LOEW'S CRITERION, B'WAY AT 44TH STREET
Feb. 24 Universal's new Marlene Dietrich vehicle affording her a chance to sing, strut, and show those pretty legs. Playing with Miss Dietrich are Randolph Scott and John Wayne. Publicity: Ruth Morrow, CI. 7-7100.

Saturday... PREMIERE: "CHETNICK" (Movie) GLOBE THEATRE, 1555 BROADWAY
Feb. 27 20th Century Fox picture of an exciting group of Jugoslavian Guerrillas with Anna Sten, Philip Dorn, Dana Andrews, etc. Costumes by Earl Luick. Publicity: Mary Louise Van Slycke, CI. 6-0950.

Saturday... RETURNING TO BROADWAY: "LADY IN THE DARK" BROADWAY THEATRE, B'WAY AT 52ND
Feb. 27 This is a popular-priced version of last season's smash hit with Gertrude Lawrence. Costumes by Hattie Carnegie. Publ.: John Peter Toohey, CI. 6-6787.

Tuesday.... WORLD PREMIERE: SAROYAN'S "HUMAN COMEDY" (Movie) ASTOR THEATRE, B'WAY AT 43
March 2 MGM's film version of the forthcoming Saroyan novel--a story of human emotions against the background of a typical American small town. Starring Mickey Rooney, supported by such outstanding artists as Frank Morgan, Fay Bainter, etc. Publicity: Lou Smith, BR. 9-7800.

Wednesday.. PREMIERE: "HARRIET" HENRY MILLER THEATRE, 124 W. 43RD ST.
March 3 This is to be a top-ranking production utilizing the producer talents of Gilbert Miller and Helen Hayes. Helen Hayes is to be starred as Harriet Beecher Stowe in this pre-Civil War biographic drama. 92 costumes are being designed by Helene Pons, of 1830 vintage, likely to have an affect on Spring fashion trends. Publicity: Richard Maney, WI. 7-6939.

Tuesday.... "WE WILL NEVER DIE", MASS JEWISH MEMORIAL, MADISON SQUARE GARDEN, 8TH AT 50TH
March 9 This is a ceremony participated in by 500 Synagogue choir singers and a
9:00 P.M. cavalcade of epic events in Jewish history from the time of Moses to our present-day Einstein. Pageant with a thousand people written by Ben Hecht, called "Remember US". Staged and produced by Billy Rose, with 100-piece symphony orchestra playing Special Score written and conducted by Kurt Weill. Publicity: David Lipsky, Jean Dalrymple, MU. 5-7736.

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